February 4, 1981

To: Jack Gibson
From: Greg Kauffman
Subject: Cheyenne Frontier Days

On January 29, 1981 I contacted Gene Bryan, executive secretary of Cheyenne Frontier Days (CFD) concerning the 1981 Frontier Days season. The purpose of this meeting was to initiate the participation of Philip Morris as an event sponsor and/or a concessions advertiser.

Single event sponsorship entitles the sponsor to the promotional benefits listed in the attached sponsorship program flyer. Also listed in this flyer is a cost breakdown. The benefit of advertising at C.F.D. is that it enables Philip Morris to place their advertising in an up front, three dimensional manner. Also this rodeo is one of the few that is televised nationally.

In addition to local advertising, a press kit portfolio is distributed to travel writers and agencies, sports writers and all other media outlets. The concentrated advertising area encompasses Salt Lake City, Utah; Omaha, Neb.; Pueblo, Co. and Casper, Wyoming. Within this area, cooperation with C.F.D. Committee would be beneficial to avoid duplication of advertising efforts. Also of benefit would be the increase of advertising to local retailers and improved relations with wholesale distributors.

The possibility of a major promotion in conjunction with Miller beer and Seven-Up for maximum effectiveness could be considered.

I feel the opportunities for Philip Morris to increase sales and exposure through this type of promotion should be pursued. The Marlboro advertising theme is a natural for this event and offers many imaginative opportunities.

Since R. J. Reynolds appears to have exclusive advertising rights

2049437935

Source: https://www.industrydocuments.ucsf.edu/docs/qfbn0004

for the 1981 season, planning should be directed to the 1982 season.

Negotiation of contracts for national sponsorship with the Professional Rodeo Cowboys Association for 1982 will begin October 1, 1981. All programs and offers should be directed to Ken Stemler, 101 Pro Rodeo Drive, Colorado Springs, Colorado or phone (303) 593-8840. Payment and sponsorship deadlines can be negotiated at this time.

I will keep you informed of any changes that take place.

Sincerely,

Greg Kauffman

Sales Representative
62-03-02

cc: J. Byrge
Bob Denning
file

2045457936

Source: https://www.industrydocuments.ucsf.edu/docs/qfbn0004